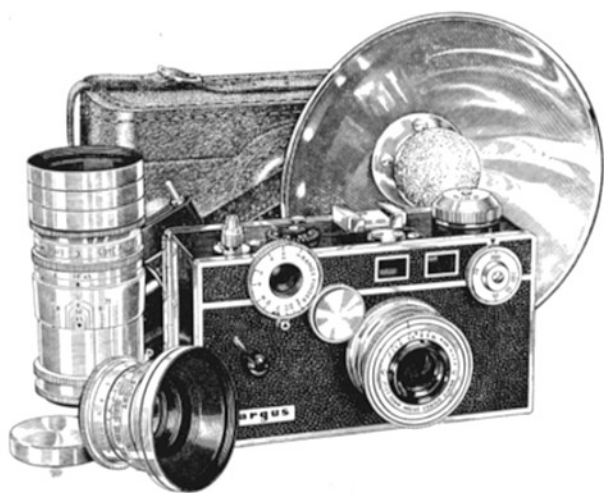


There's an Argus gift for every



Argus C-3—World's most popular 35 mm camera. Fast f:3.5 Cinar lens and shutter speeds to 1/300 second for action-stopping shots, even on cloudy days. Lens-coupled split-image rangefinder assures fast, accurate focusing. Color-matic settings eliminate need for light meter under normal lighting conditions. With accessory Sandmar Wide-angle and Telephoto lenses the C-3 has versatility of cameras costing hundreds of dollars more. Only **\$69.50** with case and flash. C-3 Telephoto lens, **\$49.50**. C-3 Wide-angle lens, **\$49.50**.



Argus C-44—Brilliant new leader in the Argus color-slide camera line. Has new f:2.8 Cintagon lens and fast 1/300 second shutter for color slides of breathtaking clarity. Lens-coupled rangefinder and viewfinder are combined in one window for added convenience. Bayonet-type lens mount lets you switch lenses in seconds, and the Variable Power Viewfinder (shown on camera) lets you see exactly what each lens sees, just by turning a knob. C-44 with 50 mm lens, **\$99.50**. 100 mm Telephoto lens, **\$59.50**. 35 mm Wide-angle lens, **\$56.50**. Variable Power Viewfinder, **\$14.50**.



Argus C-4—Has fast f:2.8 Cinar lens and 1/300 second shutter for action-stopping, razor-sharp pictures. And with its Color-matic settings, even a beginner can take full-color slides without figuring, without guesswork. Viewfinder and coupled rangefinder are combined in one window for faster, easier picture composition. Only **\$84.50**. Case and flash extra.